



AMENDMENTS TO THE IAAF REGULATIONS

GOVERNING ADVERTISING AND PROMOTIONAL DISPLAYS AT COMPETITIONS HELD UNDER IAAF RULES

(approved by the IAAF Council with immediate effect, in force as from 7 November 2018)

Ad. Regs (1 Jan 2014)	Approved Amendments (in bold)	Amended Ad. Regulations (in force on 7 Nov 2018)
1. DEFINITIONS	1. DEFINITIONS Sponsor national An entity which has been granted sponsorship and/or the commercial rights of association by a national team or Member Federation including with respect to any of its national activities, programmes or other properties.	1. DEFINITIONS Sponsor national An entity which has been granted sponsorship and/or the commercial rights of association by a national team or Member Federation including with respect to any of its national activities, programmes or other properties.
2. GENERAL ADVERTISING PRINCIPLES	2. GENERAL ADVERTISING PRINCIPLES	2. GENERAL ADVERTISING PRINCIPLES
2.1 <u>Integrity of the sport:</u> 2.1.1 To protect the integrity of the sport of athletics, any Advertising at the Competition Sites must be in accordance with these Regulations and must not adversely interfere with the technical conduct of the Competition.	2.1 <u>Integrity of the sport:</u> 2.1.1 These Regulations are made in accordance with Rule 8 (Advertising) of the Competition Rules. They are binding on and must be complied with by all Member Federations, Area Associations, Athletes and other persons and organisations to which the Regulations refer. 2.1.2 To protect the integrity of the sport of athletics, any Advertising at the Competition Sites must be in accordance with these Regulations and must not adversely interfere with the technical conduct of the Competition.	2.1 <u>Integrity of the sport:</u> 2.1.1 These Regulations are made in accordance with Rule 8 (Advertising) of the Competition Rules. They are binding on and must be complied with by all Member Federations, Area Associations, Athletes and other persons and organisations to which the Regulations refer. 2.1.2 To protect the integrity of the sport of athletics, any Advertising at the Competition Sites must be in accordance with these Regulations and must not adversely interfere with the technical conduct of the Competition.



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4. ADVERTISING ON CLOTHING	4. ADVERTISING ON CLOTHING	4. ADVERTISING ON CLOTHING
<p>4.1.1 <u>General</u></p> <p>4.1.1.2 Should an athlete wear two pieces of clothing of the same nature during the Competition, e.g., T-shirt under a Vest and/or leggings under a pair of shorts, the under garment, if visible, must be clean and free of any markings.</p>	<p>4.1.1 <u>General</u></p> <p>4.1.1.2 Should an Athlete wear two pieces of clothing of the same nature during the Competition, e.g., T-shirt under a Vest and/or leggings under a pair of shorts, the under garment, if visible, must be clean and free of any markings.</p>	<p>4.1.1 <u>General</u></p> <p>4.1.1.2 Should an Athlete wear two pieces of clothing of the same nature during the Competition, e.g., T-shirt under a Vest and/or leggings under a pair of shorts, the under garment, if visible, must be clean and free of any markings.</p>
<p>4.1.2.6 <u>National Sponsor</u></p> <p>In relation to all Competitions that are not the IAAF World Championships, the name/Logo of the national sponsor may displayed, instead of one of the national team or Member Federation Logo or flag on the national vest/leotard provided that such national sponsor is not a competitor of a Sponsor of the IAAF or of the event. For the purpose of avoiding such conflicts, Member Federations must seek and receive prior approval from the IAAF. The maximum size of such display shall be 30cm² with a maximum height of 5cm. In relation to the IAAF World Championships, only the national team or Member federation Logo or</p>	<p>4.1.2.6 <u>National Sponsor</u></p> <p>In relation to all Competitions that are not the IAAF World Championships, the name/Logo of one National Sponsor may be displayed, instead of one of the national team or Member Federation Logo or flag on the national vest/leotard provided that such National Sponsor is not a competitor of a Sponsor, or a sponsor of the IAAF or of the event. For the purpose of avoiding such conflicts, the National Sponsor from being a competitor, Member Federations must seek and receive prior approval from the IAAF, which in the case of the IAAF World Championships Doha 2019™ shall be in accordance with Clause 4A. The maximum size of such display shall be 30cm² with a maximum height of 5cm. In relation to the IAAF World Championships, only the national team or Member federation Logo or flag may be displayed.</p>	<p>4.1.2.6 <u>National Sponsor</u></p> <p>In relation to all Competitions, the name/Logo of one National Sponsor may displayed, instead of one of the national team or Member Federation Logo or flag on the national vest/leotard provided that such National Sponsor is not a competitor of a Sponsor, or a sponsor of the IAAF. For the purpose of avoiding the National Sponsor from being a competitor, Member Federations must seek and receive prior approval from the IAAF, which in the case of the IAAF World Championships Doha 2019™ shall be in accordance with Clause 4A. The maximum size of such display shall be 30cm² with a maximum height of 5cm.</p>



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flag may be displayed.		
<p>4.1.3.6 National Sponsor The name/Logo of the national sponsor may be displayed once, instead of one of the national team or Member federation Logo or flag on each garment provided that such national sponsor is not a competitor of a Sponsor of the IAAF. For the purpose of avoiding such conflicts, Member Federations must seek and receive prior approval from the IAAF. The maximum size of such display shall be 40cm² with a maximum height of 5cm. In relation to the IAAF World Championships, such garment is not permitted to be worn on a podium during any award ceremony.</p>	<p>4.1.3.6 National Sponsor In relation to all Competitions, the name/Logo of one National Sponsor may be displayed once, instead of one of the national team or Member Federation Logo or flag on each garment provided that such National Sponsor is not a competitor of a Sponsor, or a sponsor of the IAAF. For the purpose of avoiding such conflicts, the National Sponsor from being a competitor, Member Federations must seek and receive prior approval from the IAAF, which in the case of the IAAF World Championships Doha 2019™ shall be in accordance with Clause 4A. The maximum size of such display shall be 40cm² with a maximum height of 5cm. In relation to the IAAF World Championships, such garment is not permitted to be worn on a podium during any award ceremony.</p>	<p>4.1.3.6 National Sponsor In relation to all Competitions, the name/Logo of one National Sponsor may be displayed once, instead of one of the national team or Member Federation Logo or flag on each garment provided that such National Sponsor is not a competitor of a Sponsor, or sponsor of the IAAF. For the purpose of avoiding the National Sponsor from being a competitor, Member Federations must seek and receive prior approval from the IAAF, which in the case of the IAAF World Championships Doha 2019™ shall be in accordance with Clause 4A. The maximum size of such display shall be 40cm² with a maximum height of 5cm.</p>
	<p>4A. LIMITATIONS FOR THE DISPLAY OF MEMBER FEDERATION NATIONAL SPONSORS, NON-COMPETITORS AND APPROVALS FOR IAAF WORLD CHAMPIONSHIPS DOHA 2019™</p>	<p>4A. LIMITATIONS FOR THE DISPLAY OF MEMBER FEDERATION NATIONAL SPONSORS, NON-COMPETITORS AND APPROVALS FOR IAAF WORLD CHAMPIONSHIPS DOHA 2019™</p>
	<p><u>4A.1 Number of Member Federations supported by the same National Sponsor</u></p> <p>4A.1.1 The maximum number of Member Federations for which the name/Logo of any one National Sponsor may appear on</p>	<p><u>4A.1 Number of Member Federations supported by the same National Sponsor</u></p> <p>4A.1.1 The maximum number of Member Federations for which the name/Logo of any one National Sponsor may appear on any of the Athlete</p>



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	<p>any of the Athlete clothing to which Clauses 4.1.2 or 4.1.3 apply is four (4) Member Federations as decided by the Steering Board. For these purposes, the Steering Board means the committee consisting of representatives of each of the IAAF and Dentsu responsible for developing and overseeing the implementation of a marketing, media and brand strategy for the exploitation of the rights granted by the IAAF to Dentsu.</p> <p>4A.2 <u>No Competing Sponsors</u></p> <p>4A.2.1 Member Federations shall not have a National Sponsor name/Logo on any of the Athlete clothing to which Clauses 4.1.2 or 4.1.3 apply, if such National Sponsor is a competitor of a Sponsor, or a sponsor of the IAAF.</p> <p>4A.3 <u>Approvals</u></p> <p>4A.3.1 If a Member Federation wishes to have the name/Logo of a National Sponsor placed on any of the Athlete clothing to which Clauses 4.1.2 or 4.1.3 apply, the Member Federation must seek prior written approval from the IAAF <u>no earlier</u> than six (6) months prior to the IAAF World Athletics Championships Doha 2019™. Such approval will be provided</p>	<p>clothing to which Clauses 4.1.2 or 4.1.3 apply is four (4) Member Federations as decided by the Steering Board. For these purposes, the Steering Board means the committee consisting of representatives of each of the IAAF and Dentsu responsible for developing and overseeing the implementation of a marketing, media and brand strategy for the exploitation of the rights granted by the IAAF to Dentsu.</p> <p>4A.2 <u>No Competing Sponsors</u></p> <p>4A.2.1 Member Federations shall not have a National Sponsor name/Logo on any of the Athlete clothing to which Clauses 4.1.2 or 4.1.3 apply, if such National Sponsor is a competitor of a Sponsor, or a sponsor of the IAAF.</p> <p>4A.3 <u>Approvals</u></p> <p>4A.3.1 If a Member Federation wishes to have the name/Logo of a National Sponsor placed on any of the Athlete clothing to which Clauses 4.1.2 or 4.1.3 apply, the Member Federation must seek prior written approval from the IAAF <u>no earlier</u> than six (6) months prior to the IAAF World Athletics Championships Doha 2019™. Such approval will be provided as soon as possible but <u>no later</u> than one (1) month prior to the IAAF World Athletics Championships Doha 2019™.</p>
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	as soon as possible but <u>no later</u> than one (1) month prior to the IAAF World Athletics Championships Doha 2019™.	
APPENDIX 1 – COMPETITIONS/ CLOTHING OF THE ATHLETES – IAAF RULES	APPENDIX 1 – COMPETITIONS/ CLOTHING OF THE ATHLETES – IAAF RULES	APPENDIX 1 – COMPETITIONS/ CLOTHING OF THE ATHLETES – IAAF RULES
Rule 1.1(a) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) – in relation to the IAAF World Championships • Vest B (National Vest with Federation Sponsor) – in relation to all other World Athletics Series Events 	Rule 1.1(a) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) – in relation to the IAAF World Championships • Vest B (National Vest with National Sponsor) – in relation to all other World Athletics Series Events 	Rule 1.1(a) – Vest Allowed <ul style="list-style-type: none"> • Vest B (National Vest with National Sponsor) – in relation to all World Athletics Series Events
Rule 1.1(b) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) 	Rule 1.1(b) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) 	Rule 1.1(b) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor)
Rule 1.1(c) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) 	Rule 1.1(c) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) 	Rule 1.1(c) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor)
Rule 1.1(d) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) 	Rule 1.1(d) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) 	Rule 1.1(d) – Vest Allowed <ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor) or



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<ul style="list-style-type: none"> • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) – only when not representing a Member 	<ul style="list-style-type: none"> • Vest B (National Vest with Federation National Sponsor) or • Vest C (Club Vest) – only when not representing a Member 	<ul style="list-style-type: none"> • Vest C (Club Vest) – only when not representing a Member
Rule 1.1(e) – Vest Allowed	Rule 1.1(e) – Vest Allowed	Rule 1.1(e) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor) or • Vest C (Club Vest)
Rule 1.1(f) – Vest Allowed	Rule 1.1(f) – Vest Allowed	Rule 1.1(f) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor)
Rule 1.1(g) – Vest Allowed	Rule 1.1(g) – Vest Allowed	Rule 1.1(g) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor)
Rule 1.1(h) – Vest Allowed	Rule 1.1(h) – Vest Allowed	Rule 1.1(h) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) – only when not representing a Member 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) or • Vest C (Club Vest) – only when not representing a Member 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor) or • Vest C (Club Vest) – only when not representing a Member
Rule 1.1(i) – Vest Allowed	Rule 1.1(i) – Vest Allowed	Rule 1.1(i) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest)



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<ul style="list-style-type: none"> • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest B (National Vest with Federation National Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest B (National Vest with National Sponsor) or • Vest C (Club Vest)
Rule 1.1(j) – Vest Allowed	Rule 1.1(j) – Vest Allowed	Rule 1.1(j) – Vest Allowed
<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation National Sponsor) or • Vest C (Club Vest) 	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with National Sponsor) or • Vest C (Club Vest)



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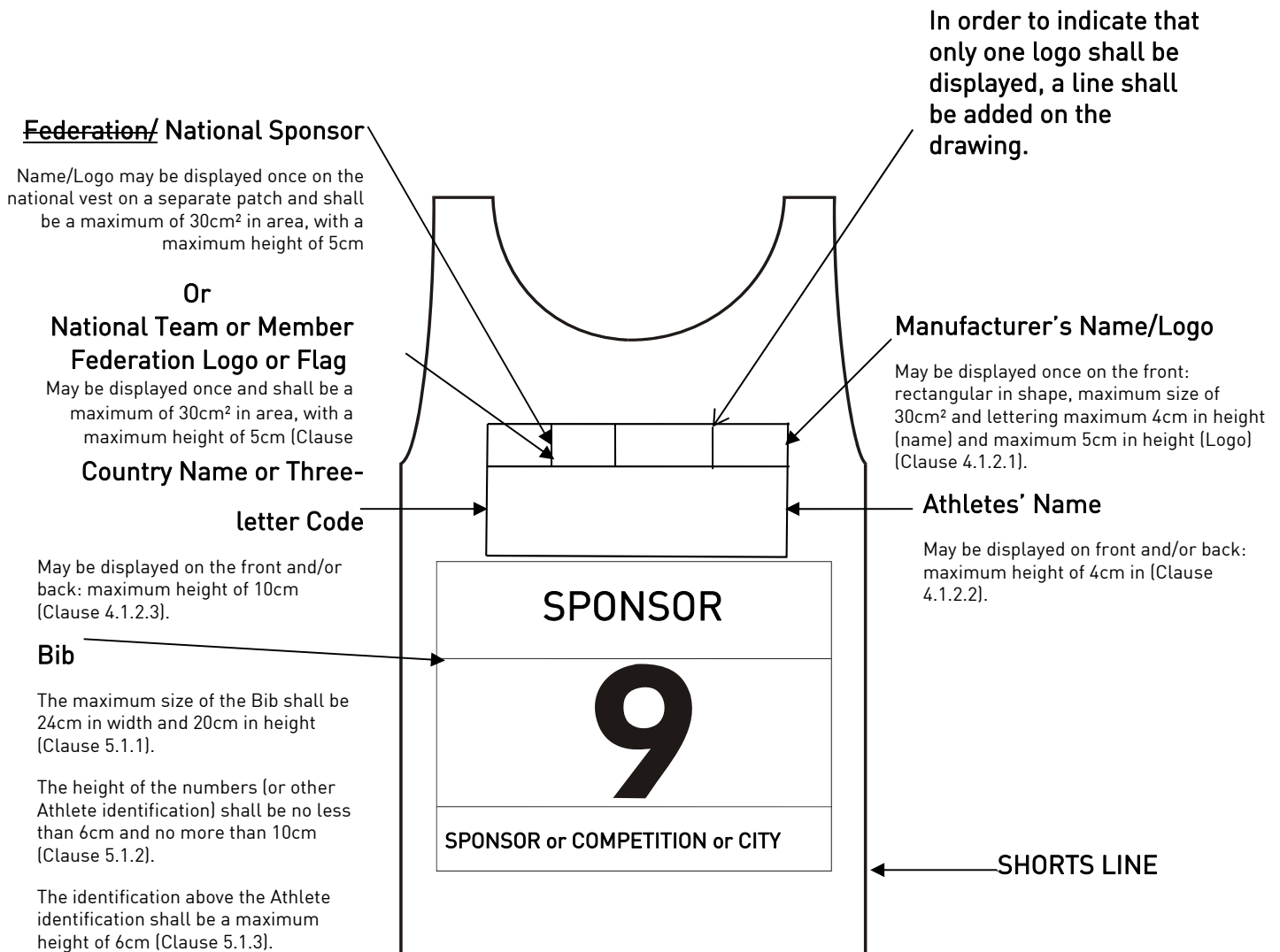
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APPENDIX 3 – Vest B

Amendment in bold underlined

SAMPLE NATIONAL VEST
WITH FEDERATION/ NATIONAL SPONSOR ALLOWED

FRONT



LOWER BODY ATTIRE:

Manufacturer's Name/Logo

May be displayed once: maximum of 20cm², with a maximum height of 4cm (Clause 4.1.4.1).

Country Name or Three-letter Code

The name of the country of the Athlete and/or its official three-letter code may be displayed once on the back and/or the front of the lower body attire. The maximum height of such display shall be 10cm (Clause 4.1.4.3).

Socks

The name/Logo of the Manufacturer may be displayed once on each sock: maximum of 6cm², with a maximum height of 3cm (Clause 4.1.4.5).

The name of the Athlete may be displayed once on each sock. The maximum height of such display shall be 2cm (Clause 4.1.4.5).